



Job Description

Job Title: Marketing Brand/Advertising Manager

FLSA Status: Exempt

Reports: Director of Marketing

Department: Marketing

Summary:

Access Health CT is searching for an individual, who can help to create and execute marketing programs to engage, educate, enroll and retain individuals in Connecticut's diverse communities via the execution of marketing and advertising efforts that will convey Access Health CT's core value proposition and messaging.

The Brand Manager will be responsible for ensuring that the products, services and product lines that fall under Access Health CT resonate with current and potential customers.

Essential Duties and Responsibilities:

- Assist the Director of Marketing and serve as the point-person for developing, implementing and executing marketing initiatives and activities for Access Health CT and all lines of business (i.e. SHOP). These initiatives and activities include advertising campaigns (i.e. print, web, social media, PR, broadcast, etc.), outreach events, corporate responsibility programs, sponsorships among others;
- The Brand manager will attend and coordinate logistics for outreach events, healthy chats, sponsorships and other activities. When needed, the brand manager should address the press on-site to promote AHCT value proposition ;
- Continuously monitor marketing trends and keep a close eye on trends in the marketplace;
- Responsible for managing external vendors (i.e. Advertising agency, media allocation partners, outreach team, research firms etc.) that will help Access Health CT drive market growth;
- Create strategies to take advantage of market opportunities. Conceptualize strategic initiatives and implement details of a marketing campaign;
- Help develop brand standards and usage guidelines;
- Supervise brand content and manage access to brand assets assisting with the integration of campaigns and brand consistency.
- Work closely with AHCT's PR partner (awareness of upcoming events, campaigns, media awareness, etc.)

Qualifications: the requirements listed below are representative of the knowledge, skill, and/or ability required.

- Requires BA or BS in marketing or business.
- 5+ years' experience in direct marketing to the general market with an integrated approach to both within a sales driven, direct-to-consumer environment.
- Advanced project management skills.
- Advanced oral and written communication skills, as well as presentation skills.
- Excellent written and verbal communication skills
- Strong research and analytical skills to forecast and identify trends and challenges
- Ability to think creatively and innovatively
- Bilingual (English/Spanish) is a plus

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Please send your resume with a cover letter to: HRinbox.CTHIX@ct.gov

YOU MUST INDICATE JOB TITLE IN THE SUBJECT LINE